



Norberto (Rob) Ayala-Flores

Owner - Puente Marketing Communications, LLC

Rob is a 25-year advertising and marketing veteran in both the general and Hispanic market arenas. Rob is a first-generation Latino born, the youngest of sixteen children born and raised in western Nebraska, where he was fortunate to grow up in a vibrant bicultural community anchored by his family and the rural area. He brings a deep respect and passion for the Latino culture to his clients who engage Puente Marketing when they want to know more about connecting with the burgeoning Latino market. He also has years of experience with the general market from working for a number of advertising agencies. His client experience includes Avila University, UMB Financial, Enterprise Bank & Trust, Walsworth Publishing, TRACFONE Prepaid Wireless, Hallmark, Marriott, to Blockbuster, YMCA, Bayer and others.

Rob has served as an adjunct professor for the University of Kansas-Edwards Campus, teaching International and Multicultural Marketing Communications. He periodically conducts professional in residence programs for the University of Iowa, University of Nebraska, University of Missouri-Columbia, and University of Central Missouri. His wife is Becky Flores and they are the proud parents of four daughters.

Education

BA, University of Nebraska
MA, Wichita State University

Certification Codes

MBE, DBE – KCMO and
State of Missouri, #541613 &
#541810

Organizations

Hispanic Chamber of Commerce
Board Chair of El Centro, Inc
Hispanic Development Fund
Assoc. of Hispanic Advertising Agencies
Kansas City Advertising Club
Board Chair Nelson-Atkins Museum FOA
Council
Foundation for Inclusive Religious
Education
Brain Injury Association for Kansas and
Greater Kansas City